

FIG. 1

FIG. 2

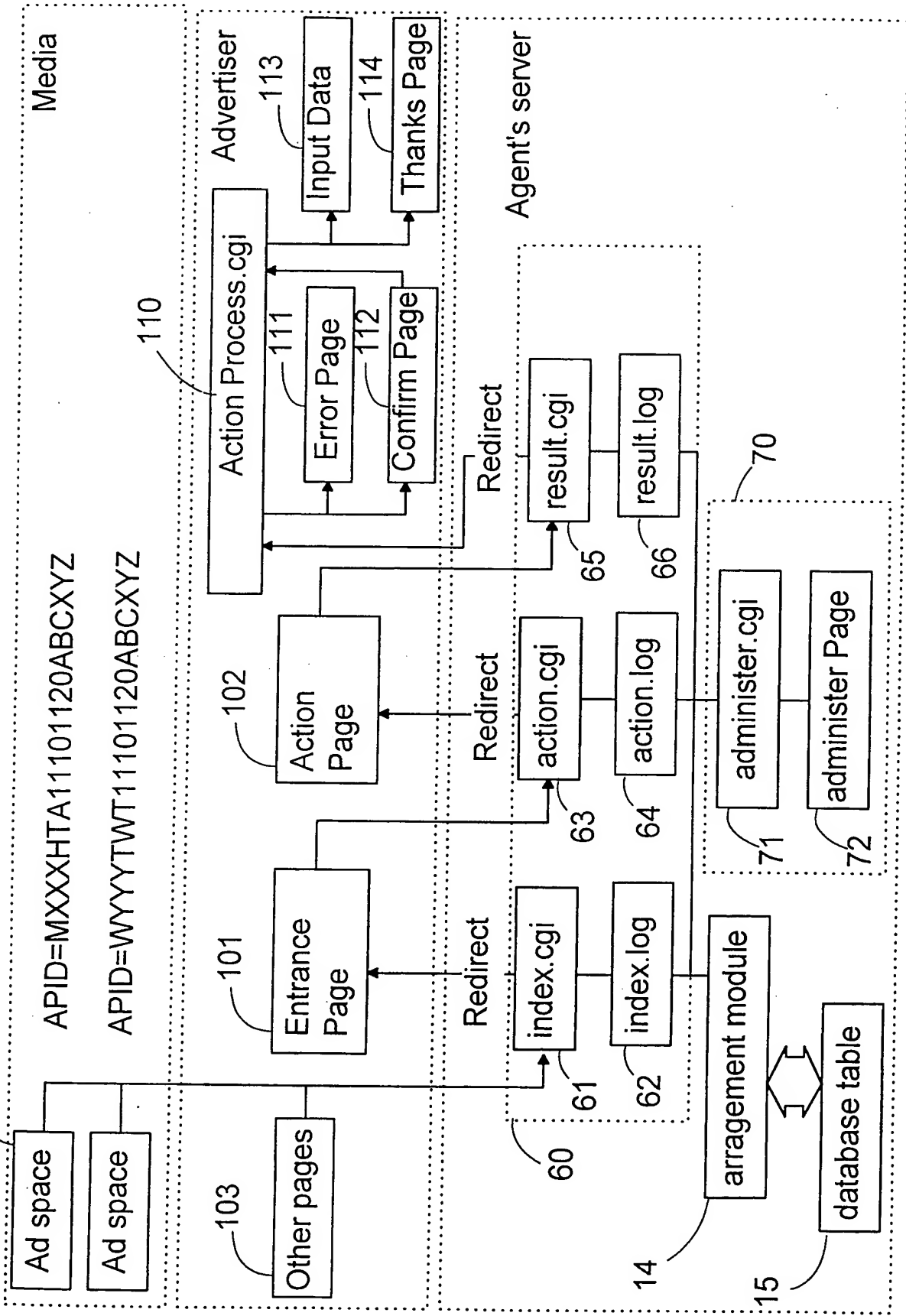


FIG. 3

20 Advertiser's Request (Invitation page)

Name of Advertiser 21

Campaing Objective 22

Campaing Period from to 23

24 Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input type="text"/>
<input type="checkbox"/> Downloading software	<input type="text"/> 26
<input type="checkbox"/> Applying for prize	<input type="text"/>
<input type="checkbox"/> Answering questionanaire	<input type="text"/>
<input type="checkbox"/> Requesting catalog	<input type="text"/>
<input type="checkbox"/> Requesting subscription to newsletter	<input type="text"/>
<input type="checkbox"/> Signing up for membership	<input type="text"/>
<input type="checkbox"/> Ordering a product or service	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>

25

29 Maximum respnses per month 27

Catogory of targent group 28

30 Designation of affiliates ☐ ALL

☐ XXX ☐ YYY ☐ ZZZ

☐ QQQ ☐ SSS ☐ TTT

31 Copy and Layout of advertisement

32

URL of web site to be linked

FIG. 4

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To: XXX

List of intended Advertisements <Offer Page>

41

	Advertiser's name	Campaign Objectives	Cost per response (Yen)	Expected Sales (Yen)
1	ABC	distribution of new catalogue	100	500,000
2	ABC	new membership promotion	120	600,000
3	DEF	trend survey	150	800,000
4	HIJ	new product sales promotion	200	1,200,000
5	HIJ	new membership promotion	100	700,000
6	LMN	new membership promotion	1000	2,500,000
7	LMN	new product sales promotion	1500	3,300,000

Enter number for details

42

FIG. 5

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Detailed Information

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Advertiser's Request (Invitation page)

Name of Advertiser

Campaign Objective

Campaign Period from to

Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input type="text"/>
<input type="checkbox"/> Downloading software	<input type="text"/>
<input type="checkbox"/> Applying for prize	<input type="text"/>
<input type="checkbox"/> Answering questionnaire	<input type="text"/>
<input type="checkbox"/> Requesting catalog	<input type="text"/>
<input type="checkbox"/> Requesting subscription to newsletter	<input type="text"/>
<input type="checkbox"/> Signing up for membership	<input type="text"/>
<input type="checkbox"/> Ordering a product or service	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>

Maximum responses per month

Category of target group

Designation of affiliates ☐ ALL

<input type="checkbox"/> XXX	<input type="checkbox"/> YYY	<input type="checkbox"/> ZZZ
<input type="checkbox"/> QQQ	<input type="checkbox"/> SSS	<input type="checkbox"/> TTT

Copy and Layout of advertisement

URL of web site to be linked

51

Agreement for sales

Date: 52

Ad space type 53

Affiliate code 54

FIG. 6

80 Administer Page

To(Advertiser): ABC

Campaign Objective: distribution of new catalogue

Campaign Code: ABCXYZ

Period:

81 ☐ Whole

☐ Specify from: to:

Download of log files:

82 ☐ entrance page <page access number>

☐ action page <action acess number>

☐ action proces <result number>

83

View Statistic:

84 ☐ sort on APID

☐ sort on referring page

85

FIG. 7

Statistical Report <FORM 1A>

86

To(Advertiser): ABC

Campaign Objective: distribution of new catalogue

Campaign Code: ABCXYZ

Period: from 1999.11.10 to 1999.12.15

88

Download

87

Date	Page Access number	Action Access number		Result number	
Total	18692	11684	61.61%	4719	24.88%
11/10	1000	700	70.00%	300	30.00%
11/11	1200	800	66.66%	450	37.50%
11/12	1100	700	63.63%	400	36.36%
11/13	2000	1000	50.00%	800	40.00%
11/14	1500	850	56.67%	630	42.00%

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FIG. 8

90 Administer Page

To(Affiliate):XXX

91 Period:

☐ Whole

☐ Specify from: to:

92 Download of log files:

☐ entrance page <page access number>

☐ action page <action access number>

☐ action proces <result number>

93

94 View Statistic:

☐ sort on Advertisers

☐ sort on APID

95

96

98

Period: from 1999.11.10 to 1999.12.15

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